

**facebook**

Asset and Logo Guidelines

March 2013

**Facebook's mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.**



At Facebook, we build tools that help people to connect with one another and tools that make sharing what they want to share—ideas, stories, and photos—much easier.

By doing this, we are extending people's capacity to build and maintain relationships.



Welcome.

Use these assets and logo guidelines to accurately communicate the Facebook brand.

# Contents

## What is this guide?

This guide is an overview of product and brand assets for Facebook. It includes copy blocks, image assets, and logo and color guidelines for use in your marketing materials.

## Why is this guide important?

Over 1 billion users around the globe actively use Facebook to communicate and share information with the people they care about. As that number grows, and new people in new markets begin to connect with one another, delivering a clear and consistent message becomes increasingly vital.

Our goal is to make sure Facebook is a brand people can trust. This guide is designed to help you communicate Facebook's brand in a way that meets people's expectations in the most effective way possible.

For more information about brand permissions and guidelines, visit [www.facebook.com/brandpermissions](http://www.facebook.com/brandpermissions).



### Timeline assets 8

Facebook Timeline is the story of your life on a single page.



### Pages assets 13

Facebook Pages is a central place to build a brand and connect with current and potential customers.



### News feed assets 17

News feed is a personal newspaper, published by the people you care about.



### Photos assets 22

Facebook Photos helps you share special moments in your life.



### Messages assets 30

With Facebook Messages you can reach Facebook friends on their phones or on the web.

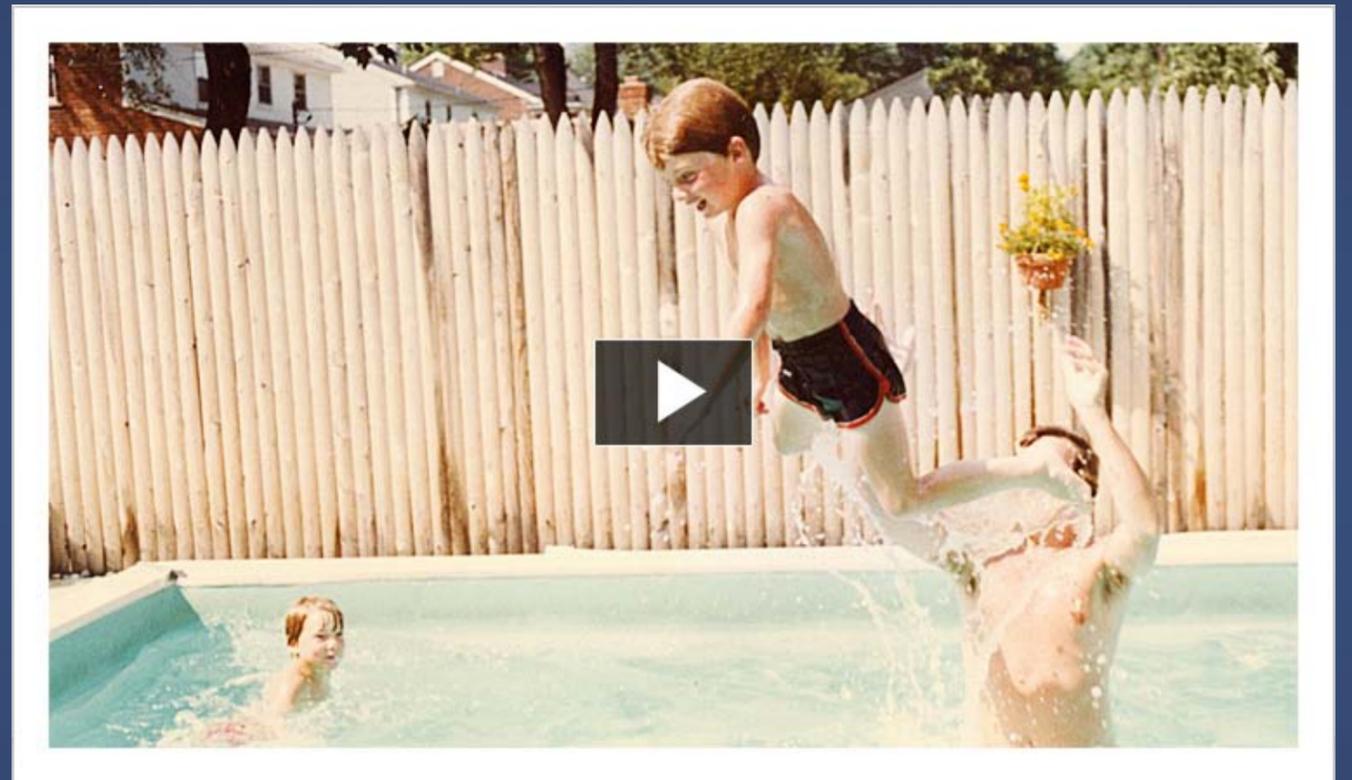


### Facebook logos 38



### Color 40

**Timeline is the story of your life  
on a single page.**



# Timeline assets for iOS

<b>Timeline assets</b>	<b>8</b>
Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- Timeline—option A** Facebook Timeline lets you organize and highlight events and activities that matter most to you.
- Timeline—option B** Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

## Timeline Image



FB\_Timeline\_iOS\_CMYK.psd  
FB\_Timeline\_iOS\_RGB.psd

## Usage Example



Status bar  
Facebook navigation bar

Use the Facebook Timeline screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

## Do's and Don'ts

- DO** Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.
- DO** Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.
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# Timeline assets for Android

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Pages assets	13
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Photos assets	22
Messages assets	30

## Copy Blocks

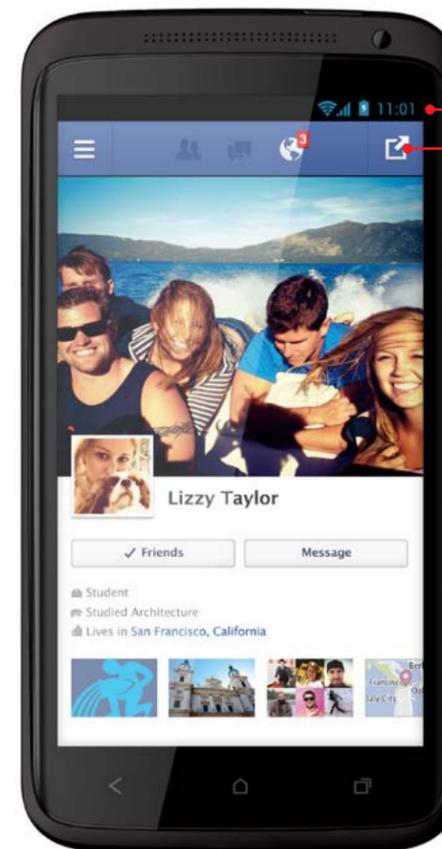
- Facebook** Facebook helps you connect and share with the people in your life.
- Timeline—option A** Facebook Timeline lets you organize and highlight events and activities that matter most to you.
- Timeline—option B** Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

## Timeline Image



FB\_Timeline\_Android\_CMYK.psd  
FB\_Timeline\_Android\_RGB.psd

## Usage Example



- Status bar
- Facebook navigation bar

Use the Facebook Timeline screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

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# Timeline assets for feature phones

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- Timeline—option A** Facebook Timeline lets you organize and highlight events and activities that matter most to you.
- Timeline—option B** Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

## Timeline Image



FB\_Timeline\_FeaturePhone\_CMYK.psd  
FB\_Timeline\_FeaturePhone\_RGB.psd

## Usage Example



Use the Facebook Timeline screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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# Timeline assets for web

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Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- Timeline—option A** Facebook Timeline lets you organize and highlight events and activities that matter most to you.
- Timeline—option B** Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

## Timeline Image



FB\_Timeline\_Laptop\_Web\_CMYK.psd  
FB\_Timeline\_Laptop\_Web\_RGB.psd

## Usage Example



Use the Facebook Timeline screen shown on this page combined with a 15" laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

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**Pages gives a voice to any brand, business or organization. It is a central place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.**

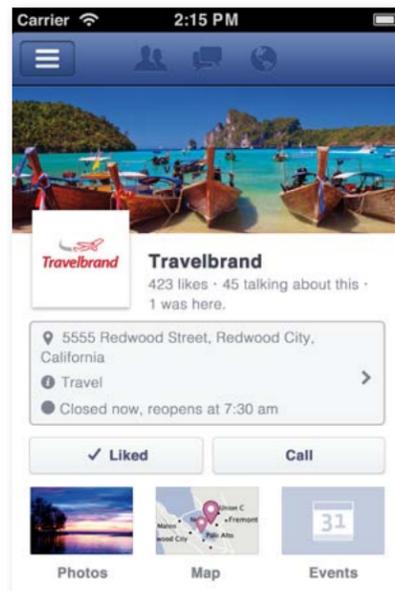
# Pages assets for iOS

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Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- Pages—option A** Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.
- Pages—option B** Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

## Pages Image



FB\_Pages\_iOS\_CMYK.psd  
FB\_Pages\_iOS\_RGB.psd

## Usage Example



- Status bar
- Facebook navigation bar

Use the Facebook Pages screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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## Copy Blocks

### Facebook

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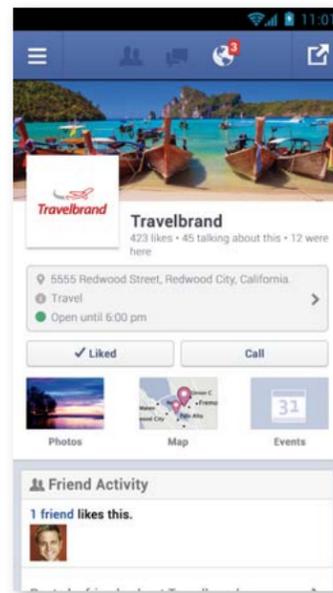
### Pages—option A

Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

### Pages—option B

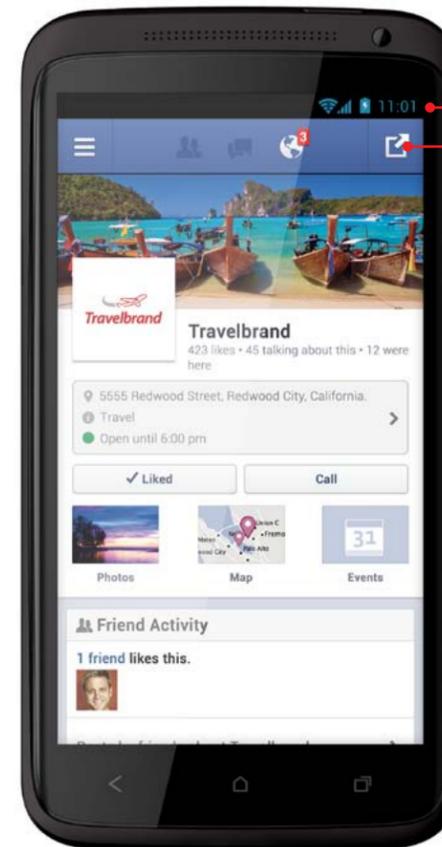
Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

## Pages Image



FB\_Pages\_Android\_CMYK.psd  
FB\_Pages\_Android\_RGB.psd

## Usage Example



Status bar  
Facebook navigation bar

Use the Facebook Pages screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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## Copy Blocks

### Facebook

Facebook helps you connect and share with the people in your life.

### Pages—option A

Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

### Pages—option B

Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

## Pages Image



FB\_Pages\_Laptop\_Web\_CMYK.psd  
FB\_Pages\_Laptop\_Web\_RGB.psd

## Usage Example



Use the Facebook Pages screen shown on this page combined with a 15" laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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**News feed is a personal newspaper published by the people you care about. It's always up to date, and it's in your pocket wherever you go.**

# News feed assets for iOS

Timeline assets	8
Pages assets	13
<b>News feed assets</b>	<b>17</b>
Photos assets	22
Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- News feed—option A** Facebook news feed is a list of current stories from the people and pages that you follow on Facebook.
- News feed—option B** You’ve got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

## News feed image



FB\_News\_feed\_iOS\_CMYK.psd  
 FB\_News\_feed\_iOS\_RGB.psd

## Usage Example



Status bar  
 Facebook navigation bar

Use the news feed screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

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Pages assets	13
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## Copy Blocks

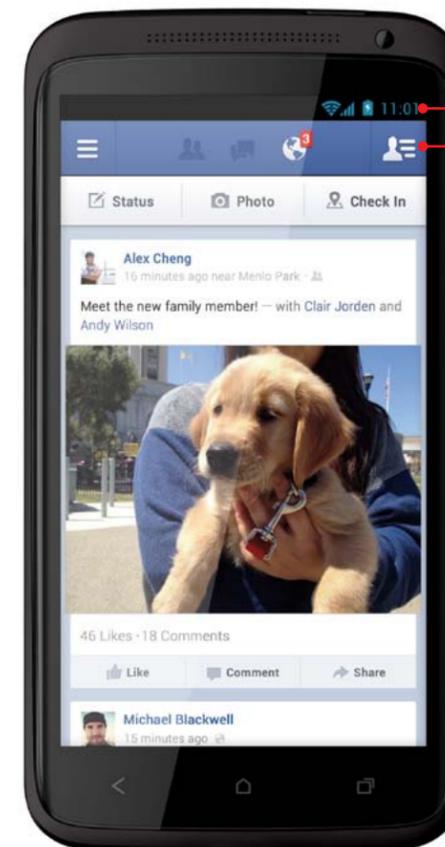
- Facebook** Facebook helps you connect and share with the people in your life.
- News feed—option A** Facebook news feed is a list of current stories from the people and pages that you follow on Facebook.
- News feed—option B** You’ve got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

## News feed Image



FB\_News\_feed\_Android\_CMYK.psd  
FB\_News\_feed\_Android\_RGB.psd

## Usage Example



- Status bar
- Facebook navigation bar

Use the news feed screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

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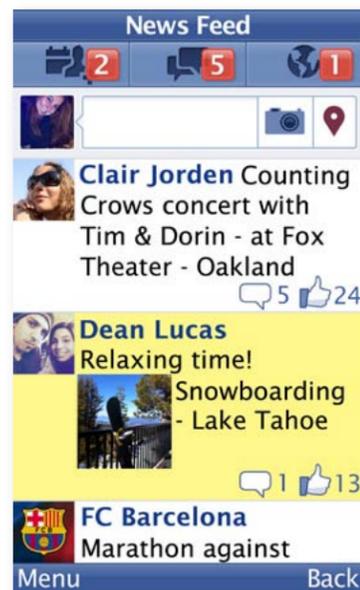
# News feed assets for feature phones

Timeline assets	8
Pages assets	13
<b>News feed assets</b>	<b>17</b>
Photos assets	22
Messages assets	30

## Copy Blocks

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- News feed—option A** Facebook news feed is a list of current stories from the people and pages that you follow on Facebook.
- News feed—option B** You've got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

## News feed Image



FB\_News\_feed\_FeaturePhone\_CMYK.psd  
FB\_News\_feed\_FeaturePhone\_RGB.psd

## Usage Example



Use the news feed screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

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## News feed image



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 FB\_News\_feed\_Laptop\_Web\_RGB.psd

## Usage Example

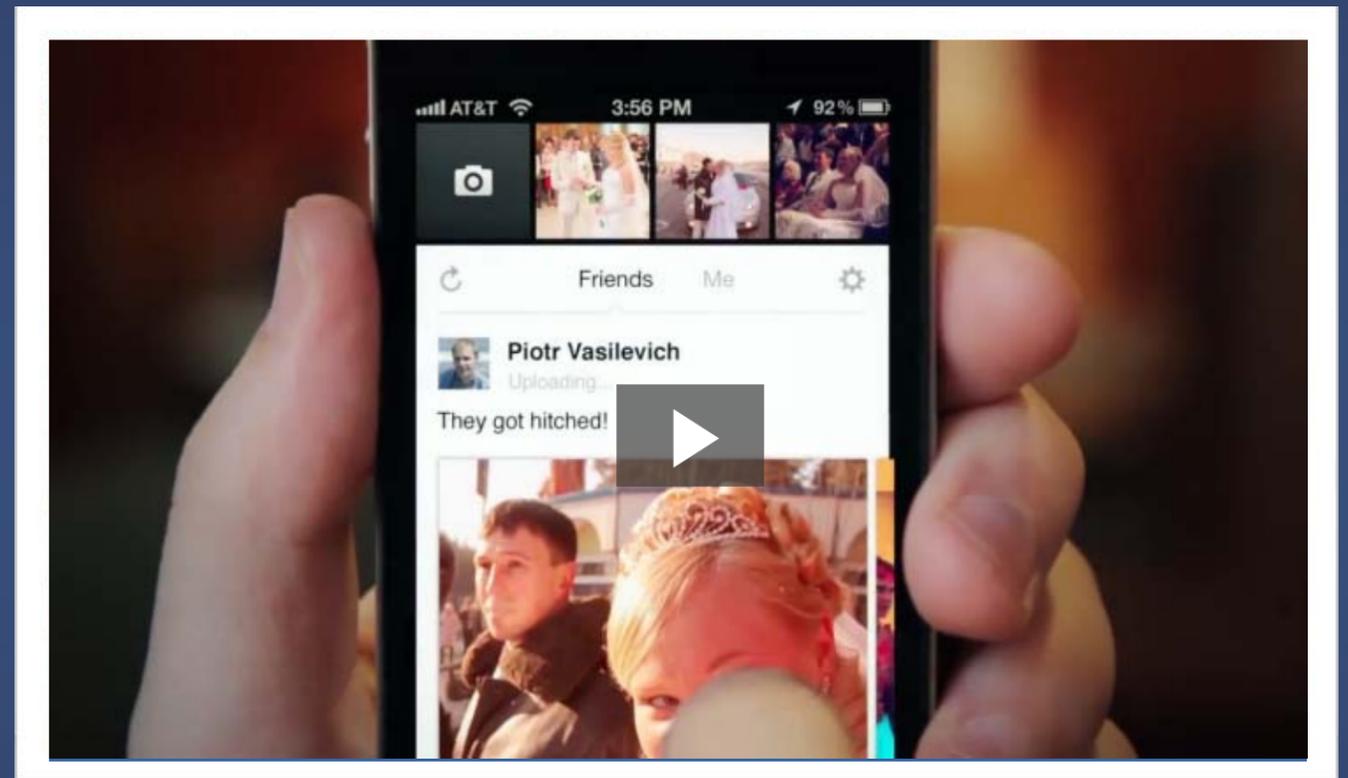


Use the news feed screen shown on this page combined with a 15" laptop. Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped. When customizing type layers on a Mac, use the Lucida Grande font. When customizing type layers on a PC, use the Tahoma font.

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**Facebook Photos helps you share special moments in your life.**



# Photos assets for iOS

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Pages assets	13
News feed assets	17
<b>Photos assets</b>	<b>22</b>
Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- Photos—option A** Facebook Photos helps you share special moments in your life.
- Photos—option B** Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos and photo feeds with your friends.

## Photos Image



FB\_Photos\_iOS\_CMYK.psd  
FB\_Photos\_iOS\_RGB.psd

## Usage Example



Status bar

Use the Facebook photos screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

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## Copy Blocks

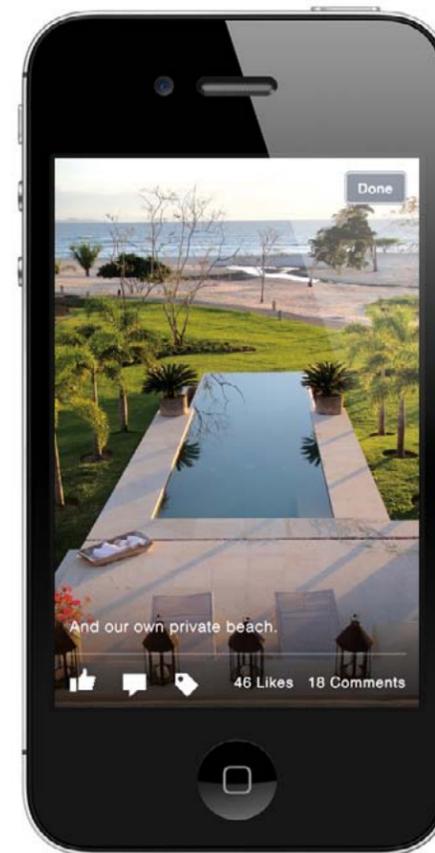
- Facebook** Facebook helps you connect and share with the people in your life.
- Photos—option A** Facebook Photos helps you share special moments in your life.
- Photos—option B** Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos and photo feeds with your friends.

## Photos Image



FB\_Single\_photo\_iOS\_CMYK.psd  
FB\_Single\_photo\_iOS\_RGB.psd

## Usage Example



Use the Facebook photos screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

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# Photos assets for Android

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## Photos Image



FB\_Single\_photo\_Android\_CMYK.psd  
FB\_Single\_photo\_Android\_RGB.psd

## Usage Example



Use the Facebook Photos screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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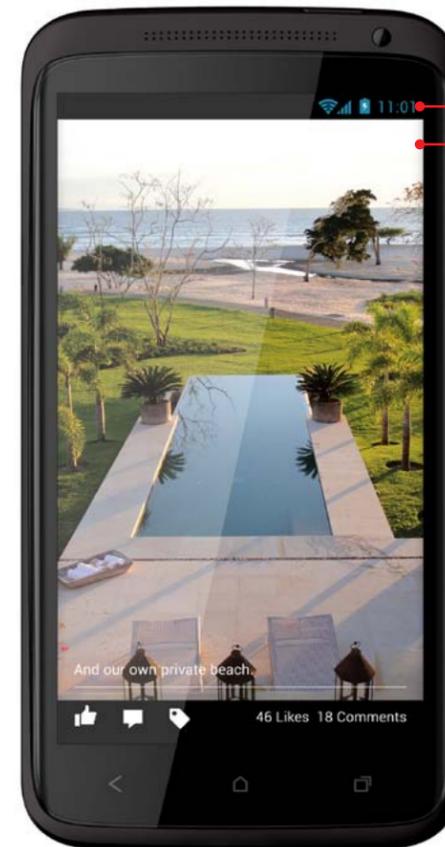
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FB\_Photos\_Android\_RGB.psd

## Usage Example



- Status bar
- Facebook navigation bar

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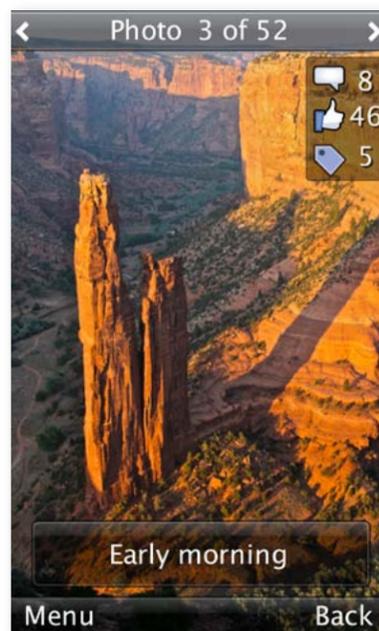
# Photos assets for feature phones

Timeline assets	8
Pages assets	13
News feed assets	17
<b>Photos assets</b>	<b>22</b>
Messages assets	30

## Copy Blocks

- Facebook** Facebook helps you connect and share with the people in your life.
- Photos—option A** Facebook Photos helps you share special moments in your life.
- Photos—option B** Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos, and photo feeds with your friends.

## Photos Image



FB\_Photos\_FeaturePhone\_CMYK.psd  
FB\_Photos\_FeaturePhone\_RGB.psd

## Usage Example



Use the Facebook Photos screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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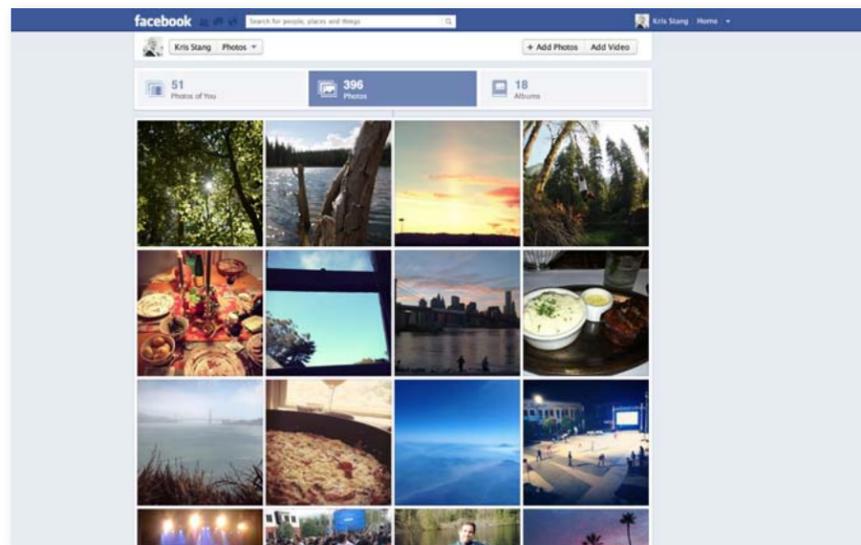
# Photos assets for web

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Pages assets	13
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Messages assets	30

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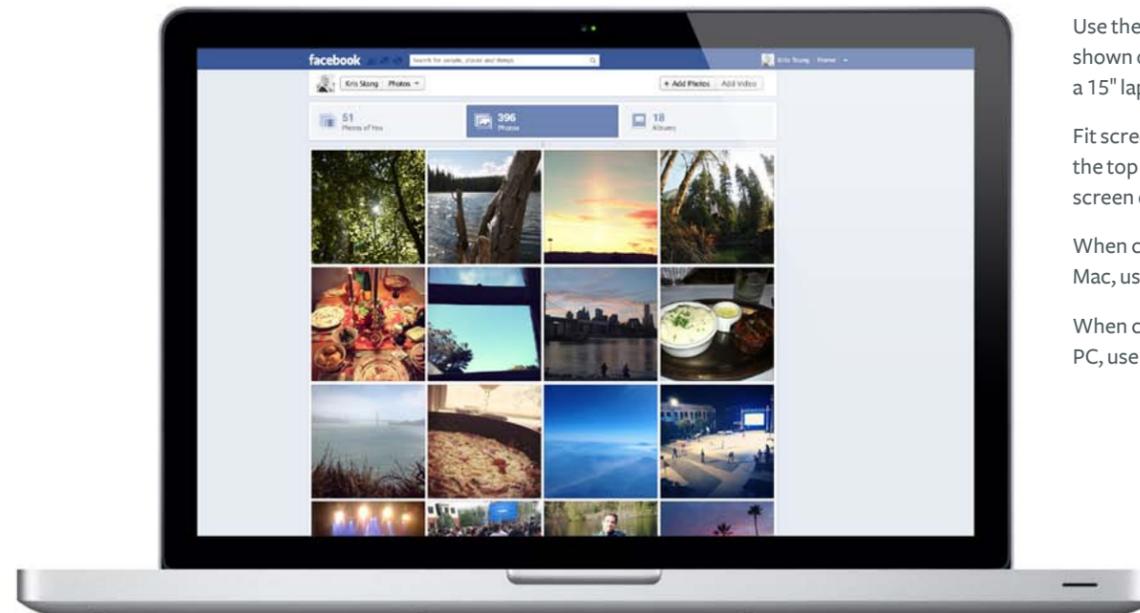
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- Photos—option B** Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos, and photo feeds with your friends.

## Photos Image



FB\_Photos\_Laptop\_Web\_CMYK.psd  
 FB\_Photos\_Laptop\_Web\_RGB.psd

## Usage Example



Use the Facebook Photos screen shown on this page combined with a 15" laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

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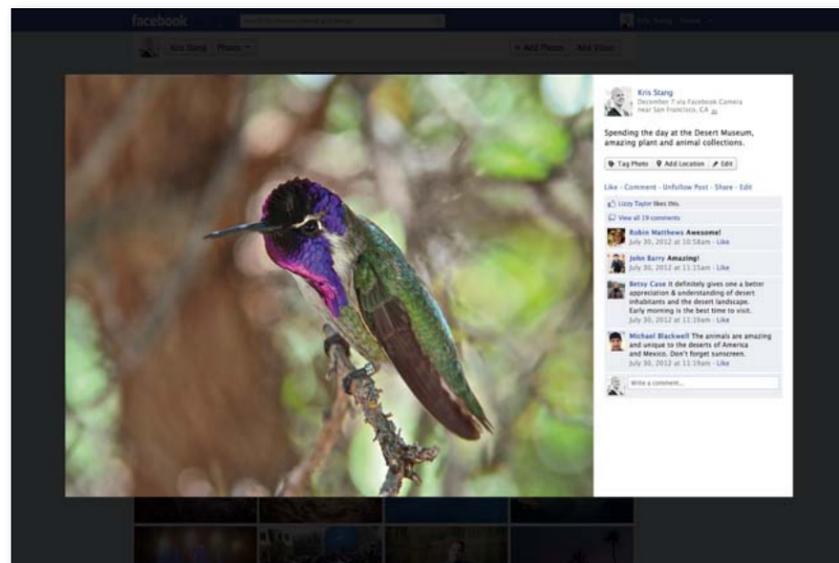
# Photos assets for web

Timeline assets	8
Pages assets	13
News feed assets	17
<b>Photos assets</b>	<b>22</b>
Messages assets	30

## Copy Blocks

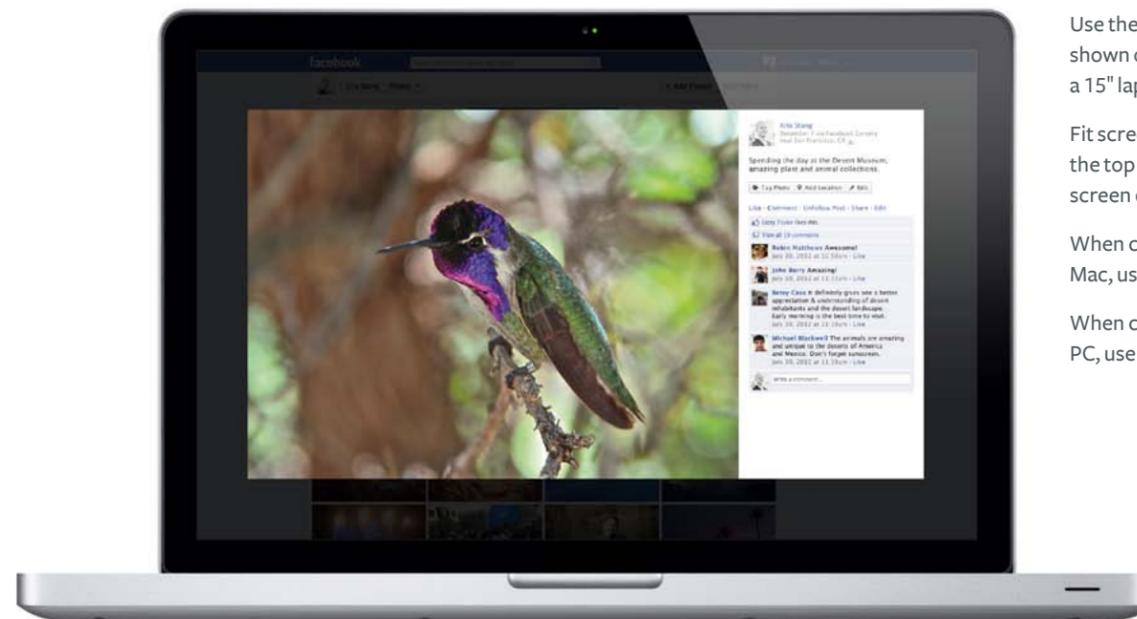
- Facebook** Facebook helps you connect and share with the people in your life.
- Photos—option A** Facebook Photos helps you share special moments in your life.
- Photos—option B** Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos, and photo feeds with your friends.

## Photos Image



FB\_Single\_photo\_Laptop\_Web\_CMYK.psd  
 FB\_Single\_photo\_Laptop\_Web\_RGB.psd

## Usage Example



- Use the Facebook Photos screen shown on this page combined with a 15" laptop.
- Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.
- When customizing type layers on a Mac, use the Lucida Grande font.
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**Message your friends wherever they are—on their phones or on the web.**



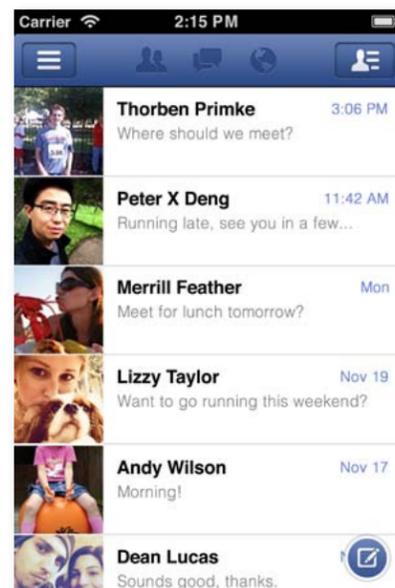
# Messages assets for iOS

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
<b>Messages assets</b>	<b>30</b>

## Copy Blocks

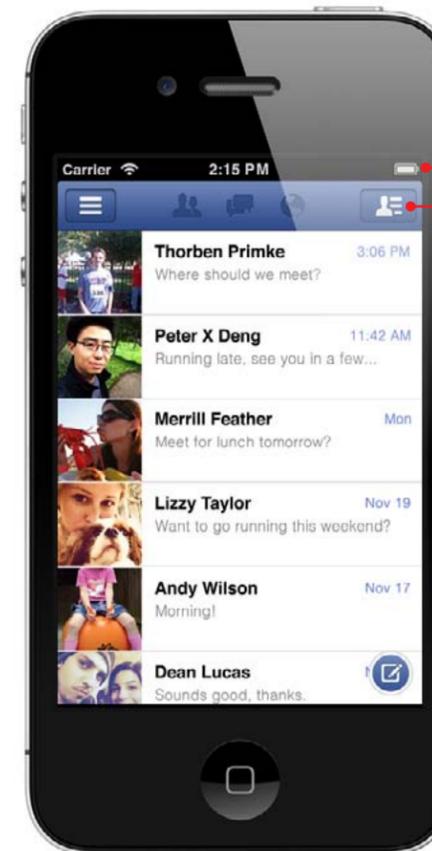
- Facebook** Facebook helps you connect and share with the people in your life.
- Messages—option A** Message your friends wherever they are—on their phones or on the web.
- Messages—option B** Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

## Messages Image



FB\_Messages\_iOS\_CMYK.psd  
FB\_Messages\_iOS\_RGB.psd

## Usage Example



Status bar  
Facebook navigation bar

Use the Facebook Messages screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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# Messages assets for Android

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
<b>Messages assets</b>	<b>30</b>

## Copy Blocks

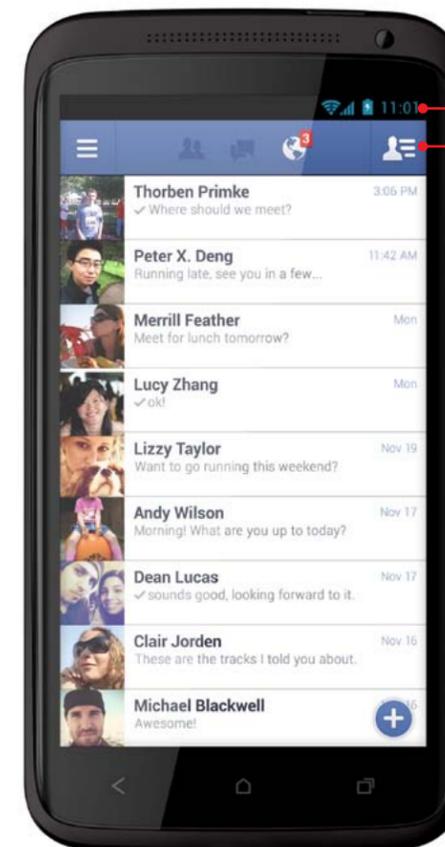
- Facebook** Facebook helps you connect and share with the people in your life.
- Messages—option A** Message your friends wherever they are—on their phones or on the web.
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## Messages Image



FB\_Messages\_Android\_CMYK.psd  
FB\_Messages\_Android\_RGB.psd

## Usage Example



- Status bar
- Facebook navigation bar

Use the Facebook Messages screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

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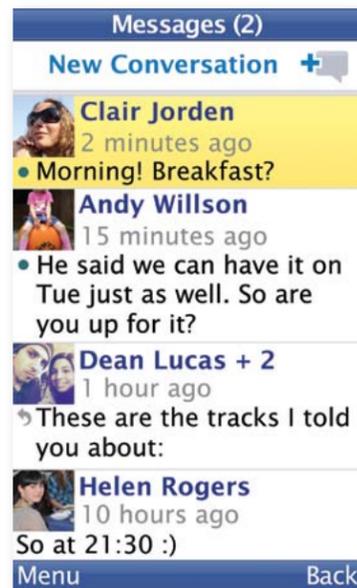
# Messages assets for feature phones

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
<b>Messages assets</b>	<b>30</b>

## Copy Blocks

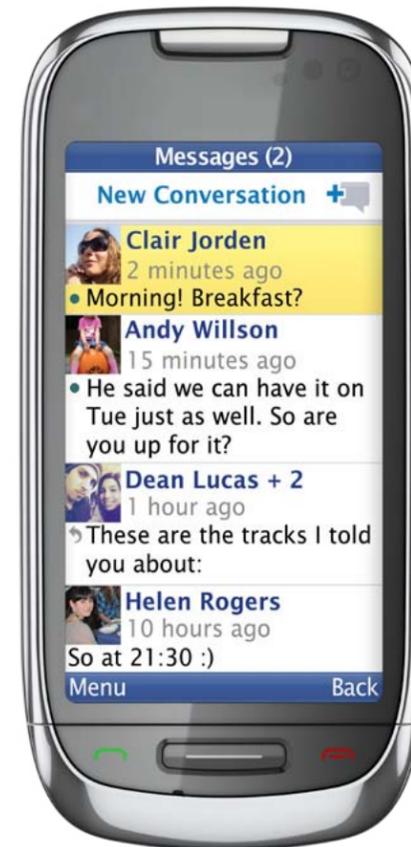
- Facebook** Facebook helps you connect and share with the people in your life.
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- Messages—option B** Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

## Messages Image



FB\_Messages\_FeaturePhone\_CMYK.psd  
FB\_Messages\_FeaturePhone\_RGB.psd

## Usage Example



Use the Facebook Messages screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

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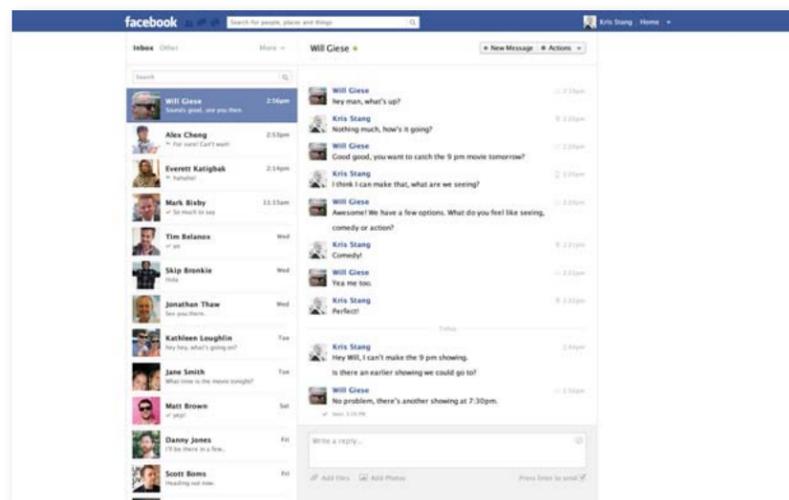
# Messages assets for web

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Pages assets	13
News feed assets	17
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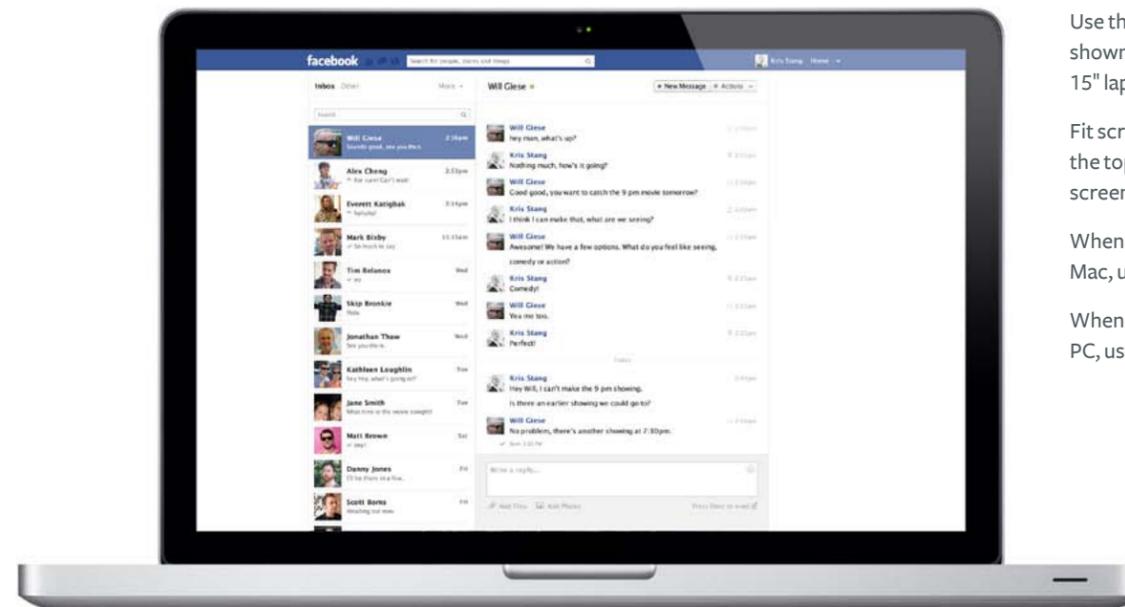
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## Messages Image



FB\_Messages\_Laptop\_Web\_CMYK.psd  
FB\_Messages\_Laptop\_Web\_RGB.psd

## Usage Example



Use the Facebook Messages screen shown on this page combined with a 15" laptop.

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# Messenger assets for iOS

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## Copy Blocks

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- Messages—option A** Message your friends wherever they are—on their phones or on the web.
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## Messages Image



FB\_Messages\_iOS\_CMYK.psd  
FB\_Messages\_iOS\_RGB.psd

## Usage Example



- Status bar
- Facebook navigation bar

Use the Facebook Messages screen shown on this page combined with an iPhone 4 or iPhone 4S.

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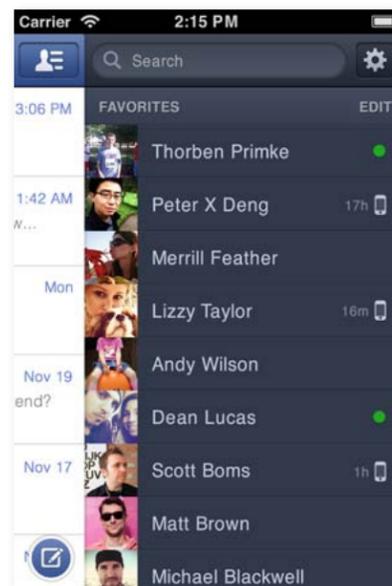
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## Messages Image



FB\_Messages\_Android\_CMYK.psd  
FB\_Messages\_Android\_RGB.psd

## Usage Example



- Status bar
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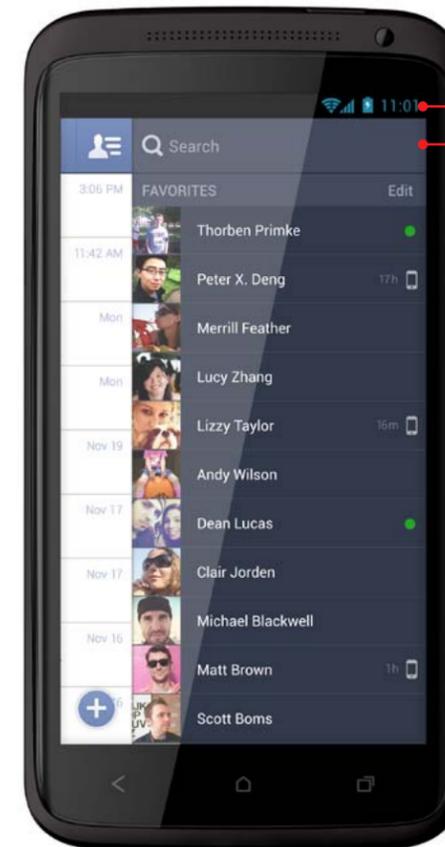
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## Messages Image



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**facebook**

For more information: visit [www.facebook.com/brandpermissions](http://www.facebook.com/brandpermissions)